IN THE CLAIMS:

Claims 1-184 (Cancelled)

185. (New) A method implemented by a device, comprising:

generating a purchase price of a purchase;

generating a rounded price;

calculating a round-up amount; the round-up amount being a difference between the purchase price and the rounded price; and

printing an entry in a lottery in which a prize for winning the lottery is proportional to the round-up amount.

- 186. (New) The method of claim 185, in which generating the rounded price comprises: rounding up the purchase price to a whole number.
- 187. (New) The method of claim 185, in which generating the rounded price comprises: calculating a lowest whole number that is greater than the purchase price.
- 188. (New) The method of claim 187, in which generating the rounded price comprises: determining a lowest whole number that is a multiple of five.
- 189. (New) The method of claim 187, in which generating the rounded price comprises: determining a lowest whole number that is a multiple of one.
- 190. (New) The method of claim 185, in which outputting the signal indicative of the upsell comprises:

displaying text explain that the identified upsell may be purchased for the roundup amount. 191. (New) The method of claim 185, in which outputting the signal indicative of the upsell comprises:

displaying text that identifies the upsell and at least one of the round-up amount and the rounded price.

192. (New) An apparatus, comprising:

a processor; and

a memory storage device in communication with the processor,

the memory storage device storing a program which controls the processor to perform the method of claim 185.

193. (New) A method implemented by a device, comprising:

generating a purchase price of a purchase;

generating a rounded price;

calculating a round-up amount; the round-up amount being a difference between the purchase price and the rounded price; and

displaying an offer to exchange the round-up amount for an entry in a lottery in which a prize for winning the lottery is proportional to the round-up amount.

194. (New) An apparatus, comprising:

a processor; and

a memory storage device in communication with the processor,

the memory storage device storing a program which controls the processor to perform the method of claim 193.